

**THE TOURISM INDUSTRY
CONTRIBUTION INTO
UKRAINIAN ECONOMY
GROWTH: TRENDS AND
FORECASTS ©**

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The article is aimed at studying the trends of the tourism industry development in Ukraine and its contribution to the growth of the national economy. The number of foreigners who visited Ukraine and the number of Ukrainian citizens, who travel abroad, as well as the impact of the tourism industry development on the economy, have been analysed in the article. In particular, the share of tourism in the GDP of Ukraine and the number of jobs created in the tourism industry are determined. Moreover, the medium-term forecast concerning the number of foreigners, who will probably visit Ukraine, have been developed with the use of trend line and current statistics data. The international experience as to regulating and stimulating the tourism industry development has been investigated. The governmental tools for stimulation national tourism industry, based on the international experience, have been suggested in the article. The methodology of the research included theoretical and empirical methods.

Key words: national economy, tourism industry, forecasting, state regulation.

Tabl. 2. Fig. 6. Lit. 14.

Problem Statement. The global challenges and structural transformations that are affecting the world economy development and the functioning of the social reproduction mechanisms in the modern world require the search for the new approaches to the development of the national economy, which is one of the main tasks of state policy. The tourism industry is constantly increasing in importance in the structure of the economies of the world. Tourism is a source of tax revenues and a significant stimulus for the development of small and medium-sized businesses.

According to the World Tourism Organization, some countries receive about 10-25% of the total tax revenue at the expense of the tourism sector. Some small countries that are specializing in tourism (such as the Bahamas), are getting more than 50% of government revenue coming from the tourism sector. Tourism forms 8% of the total GDP of the

countries of the European Union and provides about 11% of their economic growth. Moreover, it was predicted that by 2020 the volume of international tourist flows will increase by 2.2 times against the 2000 figures (from 698 million to 1.561 billion trips). The share of growth in tourism will increase by 4.2 times (from \$ 476 billion to \$ 2 trillion) [2].

Such mainstreams in the world economy development and the European integration orientation of Ukraine give the rise to the urgency of the tourism industry development in Ukraine, which can contribute to the development of the national economy and can provide positive goodwill for Ukraine.

Analysis of the previous researches and publications. The research in the field of national economy development has been provided by numerous national scientists such as: Andriichuk V.H., Kaletnik H. M. [14], Malik M.I., Sabluk P.T. and other. At the same time, the main aspects of the tourism sphere development have been presented in investigations of the national and foreign scientists. The international experience of the tourism sphere development and the role of tourism sphere in the sustainable development have been analysed by foreign scientists Cristea A.A., Nastase C., Popescu M., Scutariu A.L. etc. The issues of the national tourism sphere development have been investigated in the articles of the national researchers such as Brich V. Ya. [3], Drogomyretska M. [8], Golovnia O.M. [1], Grytsiuk M. [9], Korsak R. [4], Volchetsky R.V. [11] and others.

Setting objectives. The aims of the research are: to study the trends of the tourism industry in Ukraine as a key component of national economy growth; to provide the forecast of the number of international tourists in Ukraine with the use of trend line; and suggest the state measures to stimulate the development of a tourism industry.

Presentation of the main results of the research. The process of integration of the countries into the world economy increases the global role of tourism. As a result, organization of tourism business requires new approaches. The peculiarity and complexity of organization of tourism activity is its dependence not only on the internal environment but also on the deepening of the regulation of tourism by international organizations and the world tourism market evolving [3].

Ukraine's cooperation with EU countries allowed her to take a clear course of the tourism industry development. Although Ukraine has powerful sources for the formation and development of tourism, the greatest problem remains the lack of adequate tourism policy. Given that tourism is a priority area for the national economy, its development determines the country's specialization in the future. In general, cooperation with the countries of the European Union and the use of their experience in the field of tourism will be successful and will help Ukraine to formulate its tourism policy, to develop a legislative and regulatory framework that meets EU norms and standards [4].

For a detailed analysis of the state of the tourism industry in Ukraine, the dynamics of tourist flows of Ukraine is examined (Fig. 1).

The number of Ukrainian citizens traveling abroad in 2017 compared with 2000 increased on 13.02 million people. At the same time, the number of foreigners who visited Ukraine has a leap-like dynamics. The maximum number of foreigners visited Ukraine was in 2013. It was 24.67 million people. However, in 2017 only 14.23 million foreigners visited Ukraine.

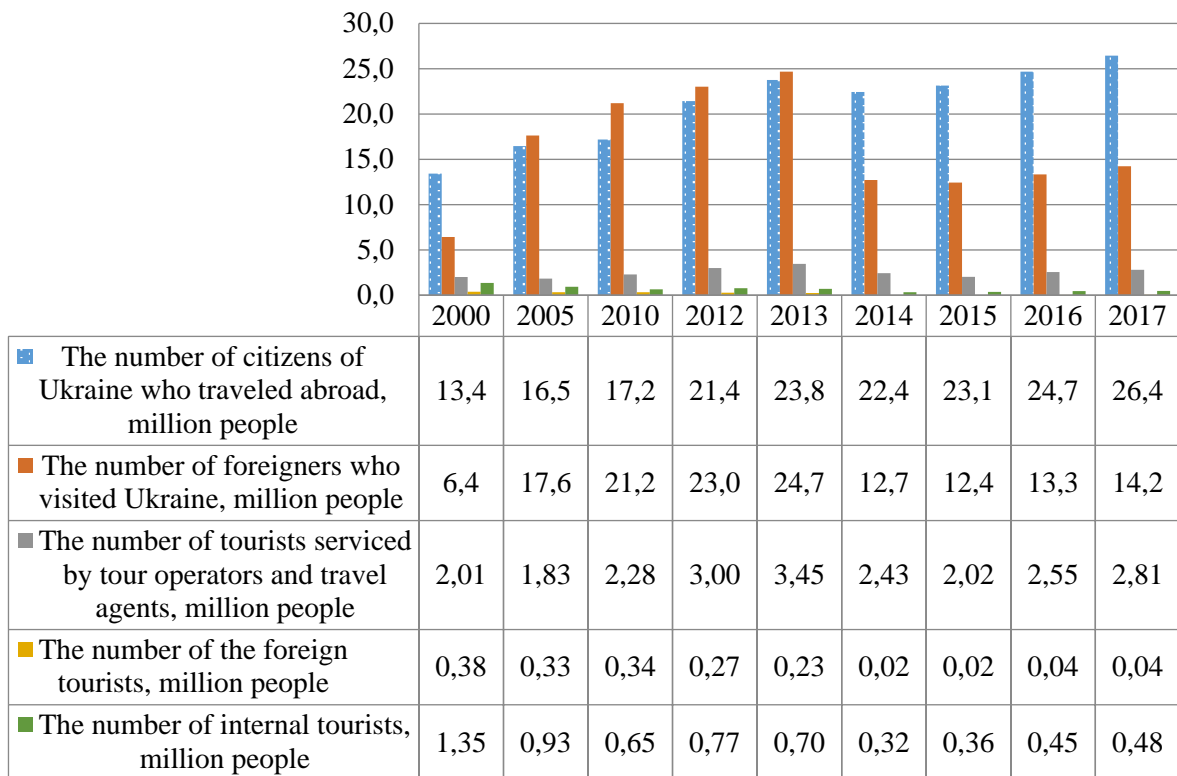


Fig. 1. The tourist flows in Ukraine, 2000-2017

Source: formed by the authors on the base of [5]

In order to further investigate the tourism industry in Ukraine, it is advisable to analyse the structure of foreigners who visited Ukraine in accordance with the geographical structure (Fig. 2).

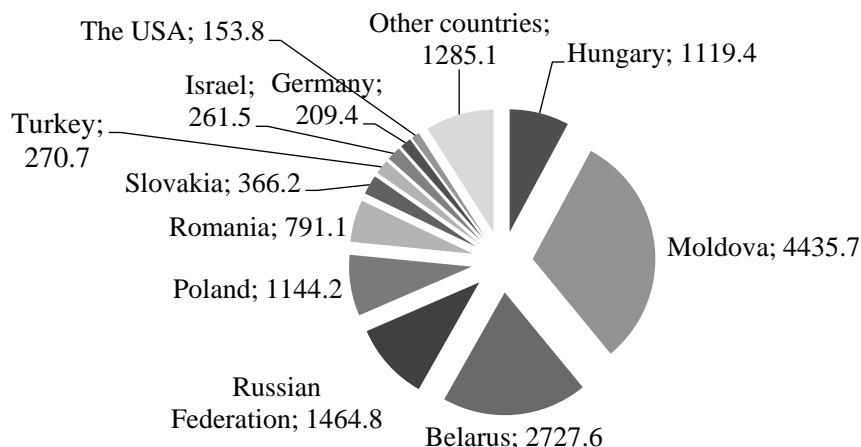


Fig. 2. The number of foreigners who visited Ukraine by countries, thousands, 2017

Source: formed by the authors on the base of [5]

As the results of the research show, in 2017 14.23 million foreigners visited Ukraine. The largest number of foreigners visited Ukraine came from: Moldova (4.4 million), Belarus (2.7 million people), Russia (1.5 million people), Poland (1.1 million) and Hungary (1, 1 million people).

Tourism industry has a great influence on the economy growth. Tourism industry in Ukraine is the source of tax revenues for local budgets, besides, it contributes to creation of new jobs and GDP formation (Table 1).

Table 1

The contribution of travel and tourism industry to Ukrainian's economy, 2012-2017

Indicators	Year						Deviation 2017 to 2012, +/-
	2012	2013	2014	2015	2016	2017	
The contribution of travel and tourism industry to GDP, UAH Billion							
Direct contribution in nominal prices	28.6	29.9	22.6	28.3	34.2	39.6	11.0
Direct contribution in real 2017 prices	59.7	59.8	38.9	35.2	36.2	39.6	-20.1
Total contribution in nominal prices	105.6	111.3	87.4	106.9	129.0	147.2	41.6
Total contribution in real 2017 prices	220.2	222.4	150.7	132.7	136.7	147.2	-73.0
The contribution of travel and tourism industry to employment, thousand							
Total contribution	1420.4	1384.7	887.6	789.6	788.8	855.9	-564.5
Direct contribution	382.9	367.0	226.0	206.6	206.7	228.1	-154.8

Source: formed by the authors on the base of [6]

The direct contribution of travel and tourism industry to GDP was 39.6 UAH billion, 1.5% of total GDP in 2017. At the same time, the direct contribution in real 2017 prices in 2017 was 20.1 billion less than in 2012. The total contribution of travel and tourism industry to GDP was 147.2 billion UAH. Furthermore, in 2017 travel and tourism industry directly supported 228 000 jobs (1.4% of total employment).

To compare the direct contribution of travel and tourism industry to GDP in Ukraine and other countries Fig. 3 has been developed.

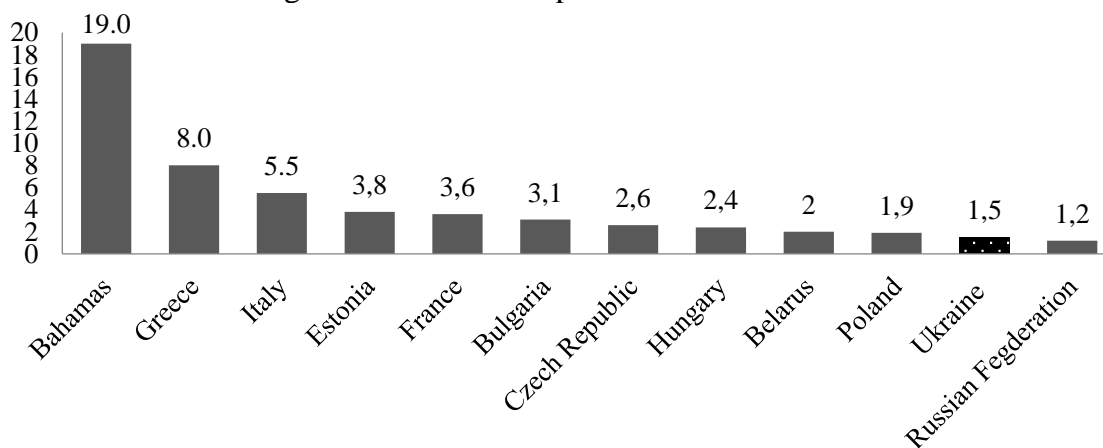


Fig. 3. The direct contribution of the transport and tourism industry into GDP in 2017 in different countries of the world (% from total country's GDP)

Source: formed by the authors on the base of [6]

In Ukraine the direct contribution of the tourism industry into GDP is 1.5%. At the same time in Belarus and Poland it is approximately 2.0%. Those figures can serve the evidence of the unused potential of the Ukrainian tourism industry.

In order to determine the prospects for the future development of the tourist industry in Ukraine the forecasts of the number of foreign tourists, who will visit Ukraine in the medium term by 2023 is suggested using the trend lines (Fig. 4).

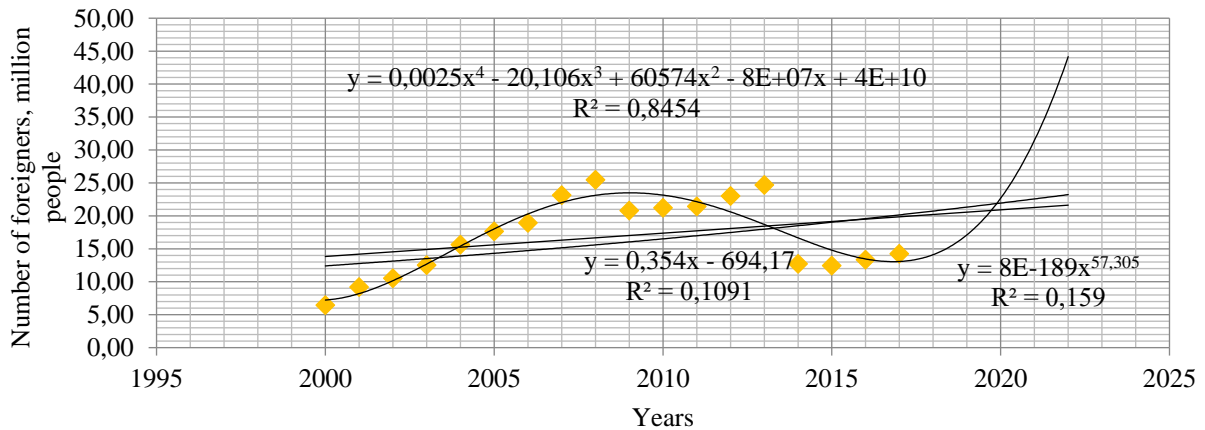


Fig. 4. Forecast for the number of foreigners who will visit Ukraine by 2023 based on trend lines

Source: developed by the authors

Based on the graphical information and the use of the trend functions such as linear, polynomial and exponential, the forecast about the number of foreigners who will visit Ukraine in the medium term in 2019 and 2022 has been developed (Table 1). Moreover, the results of the forecast will be compared with the aims of the Strategy of the development of tourism and resorts for the period up to 2026.

Table 2

The forecast of the foreigners who will visit Ukraine in the medium term

The base of the forecast	Years			Deviation, +/-	
	2017	2019	2022	2019 to 2017	2022 to 2017
Linear function	14.23 ¹	20.70 ²	21.90 ²	6,47	7,67
Polynomial function	14.23 ¹	17.10 ²	44.10 ²	2,87	29,87
Exponential function	14.23 ¹	21.40 ²	23.10 ²	7,17	8,87
The Strategy of the tourism and resorts development till 2026	14.23 ¹	19.40 ³	25.80 ³	5,17	11,57

¹actual value according to the data of the State Statistics Service of Ukraine

²projected value based on the trend line

³The Strategy of the tourism and resorts development till 2026

Source: developed by the authors on the base of [7] and the results of the research

Based on the trend functions the number of the visitors in Ukraine in 2020 will be between 21.0 and 23.0 million. The number of visitors will increase in 2023 and will be between 21.5 and 44.1 million. The increase of foreigners who will visit Ukraine by 2023 will make more than 10 million.

The tourist potential of Ukraine is really great, particularly if we add to the existing list of tourist attractive features certain favourable opportunities for rural tourism development, health improvement centres for the elderly, hunting, ecological tourism etc. Besides, tourism in Ukraine includes many varieties: cultural and educational (most famous

historical places); health improving and sports (at the coastal areas, in the green forest and picturesque mountain regions), ecological and green (on landscape areas), rural and agro tourism (in rural areas) [8].

Based on the researches provided by the national scientists [9] we can determine the main prerequisites for the tourism industry development in Ukraine (Fig. 5).

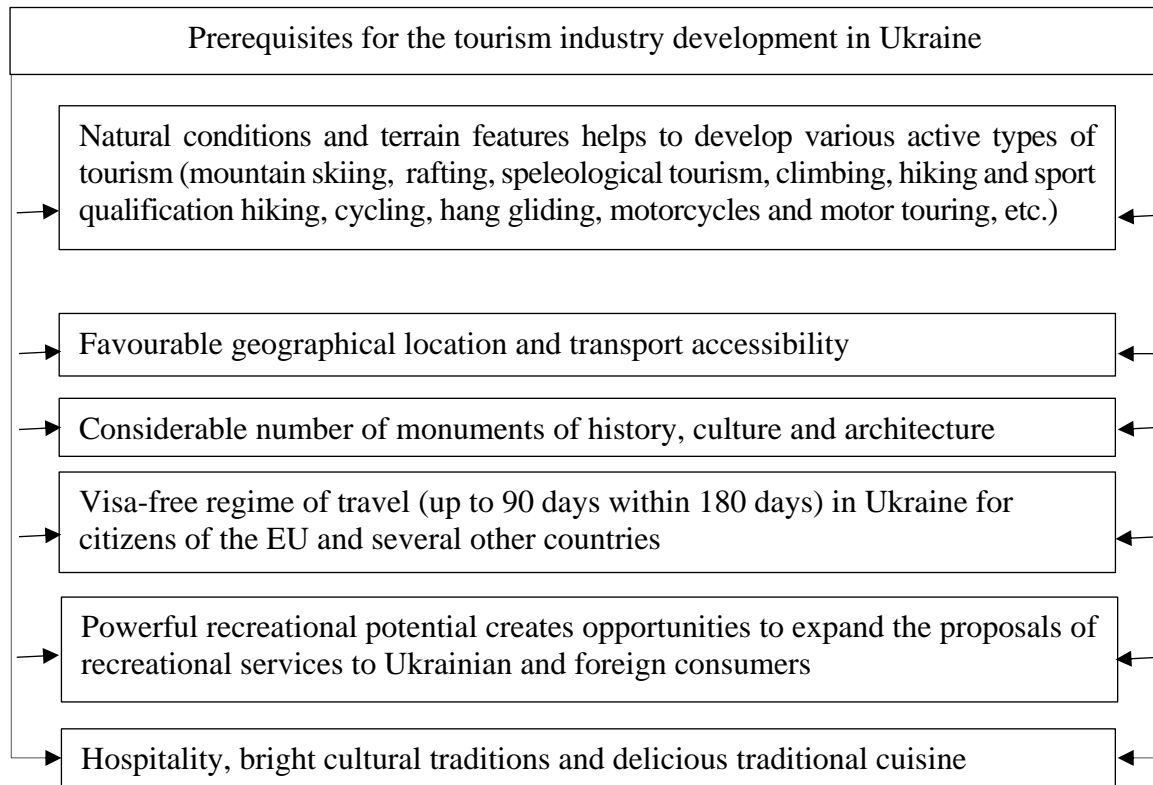


Fig. 4. Prerequisites for the tourism industry development in Ukraine

Source: developed by the authors on the base of [9]

There is a significant potential for the development of the tourism industry in Ukraine. But, as Martsenyuk L.V. determines, many factors hinder the development of tourism today, such as: the imperfection of the legislative framework; limited range of services offered; the lack of funds for the reconstruction of historical and architectural monuments and lack of information about possible tourist routes. It is necessary to develop industrial, recreational, green, even extreme and other types of tourism in Ukraine. In order to solve the problems, strong support of the state is important. It is necessary to support small and medium business involved into tourism industry; to increase efficiency of the use of recreational resources and objects of cultural heritage; to strengthen the material and technical base of tourism [10].

In order to implement the mentioned above ideas, it is expedient to study the world experience of the development of tourism industry and to consider the peculiarities of state regulation and tourism development in such countries as Japan, Great Britain and Italy.

Governmental regulation of tourism in Japan is aimed at increasing the quality of services and safety standards in the field of tourism. The tourism policy in Japan is formed by The Japan Tourism Agency, which is an external agency of the Ministry of Land, Infrastructure, Transport and Tourism. The law in Japan clearly positioned tourism, for the first time ever, as one of the pillars of Japanese policy in the 21st century. The government

in Japan identifies the following principles as a basis of the national policy: to develop internationally competitive and highly appealing tourism destinations; to enhance the international competitiveness of the tourism industry and develop individuals who will contribute to the promotion of tourism; to promote international tourism and to roll out measures needed to create an environment conducive to travel [11].

In the United Kingdom the policy in tourism sphere is provided by the Department for Digital, Culture, Media & Sport. The tourism in the UK is determined as the most important industry, directly responsible for 1.6 million jobs at all entry levels throughout the UK. The Department is supporting innovation projects and promoting the tourism. Moreover, in Great Britain the National Tourism Agency has been established. It is a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS). It plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy [12].

The Department for Tourism Development and Competitiveness is responsible for tourism development in Italy. The Department has the following functions: to develop and approve national tourism policy; to implement the measures for the development of the tourist sector, including the planning and management of structural funds. Besides, the Department provides assistance and measures to stimulate various sectors of national tourism; contributes to attracting investments in Italian tourism projects both in Italy and abroad; issues certificates and permits to foreign companies and entrepreneurs working in the field of tourism [13].

Thus, Ukrainian tourism sector is a component of the whole economic system. There is a need for determination of the vectors of development of the national tourism system in Ukraine, and the experience of other countries with the combination of specificity of this country can be an efficient tool for it. International experience demonstrates strong governmental support of the tourist industry and the policy, aimed at popularization of tourism. On the base of international experience the chain, that illustrates the dependence of development of the tourism industry and the national economy growth on the governmental support, have been created (Fig. 6).

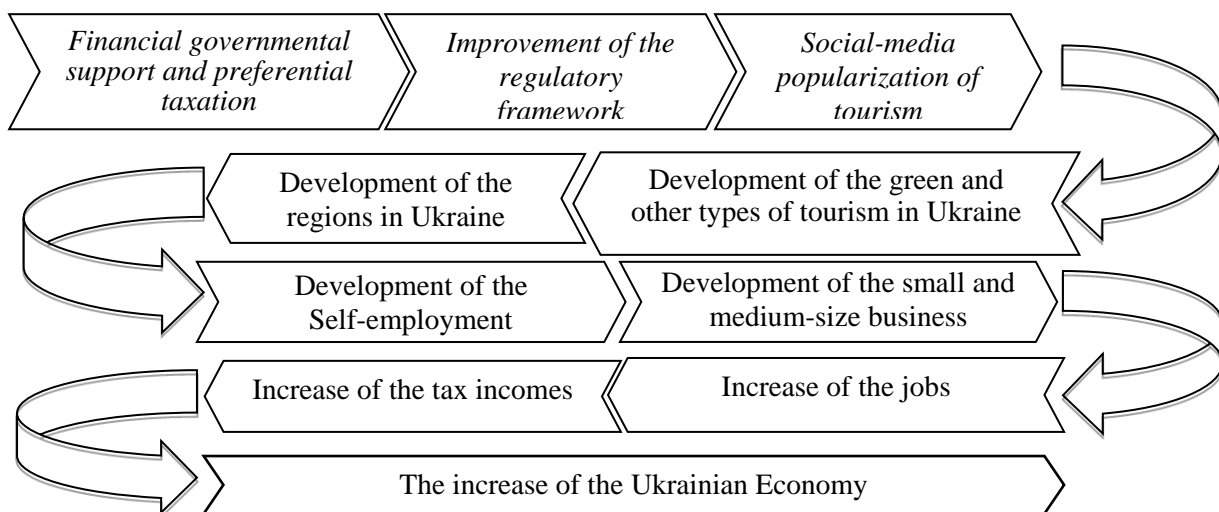


Fig. 6. “Chain interdependence” of the tourism industry development and the national economy growth

Source: developed by the authors

The results of the research prove the strong link between the national economy development and tourism sphere. However, the development of the tourism sphere is requiring the financial governmental support and preferential taxation; improvement of the regulatory framework; social-media popularization of tourism. Governmental Departments have to contribute to attracting investments in tourism projects and support the innovation projects, which are to enhance the international competitiveness of the tourism industry and develop individual entrepreneurship who will contribute to the promotion of tourism.

Conclusions. The development of the tourism industry in Ukraine can become a base of its economic growth as far as it will contribute small and medium businesses development, increase the self-employment and create new jobs. Moreover, tourism sphere can become a significant source of tax incomes. The result of the research shows that in 2017 14.3 million foreigners visited Ukraine. The largest number of foreigners visited Ukraine came from Moldova, Belarus, Russia, Poland and Hungary. Based on the trend functions the number of the visitors in Ukraine in 2020 will be between 21.0 million and 23.0 million. At the same time, in order to achieve the growth of the visitors in Ukraine, it is important to provide the governmental support of tourism industry. Based on the international experience, such tools as financial and media support of tourism industry, attracting investment in tourism projects and supporting the innovation projects can be useful for Ukraine.

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АНОТАЦІЯ ТУРИСТИЧНА ІНДУСТРІЯ І ЇЇ ВНЕСОК У РОЗВИТОК ЕКОНОМІКИ УКРАЇНИ: ТЕНДЕНЦІЇ ТА ПРОГНОЗУВАННЯ

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Стаття присвячена дослідженню тенденції розвитку галузі туризму в Україні та її внесок у зростання національної економіки. У статті проаналізована динаміка кількості іноземців, які відвідали Україну та динаміка кількості осіб, які виїжджали за кордон, а також проаналізовано вплив галузі туризму на економіку. Зокрема визначено питому вагу галузі туризму у ВВП України та кількість робочих місць, створених у галузі. На основі статистичної інформації та з використанням лінії тренду здійснено середньостроковий прогноз щодо кількості іноземців, які

відвідають Україну у найближчі роки. Розглянуто світовий досвід регулювання та стимулювання розвитку галузі туризму у європейських країнах та на основі світового досвіду запропоновані заходи державного рівня щодо стимулювання розвитку національної галузі туризму. Методичною основою дослідження було використання теоретичних та емпіричних методів наукового пізнання.

Ключові слова: національна економіка, туристична галузь, прогнозування, державне регулювання.

Табл. 2. Рис. 6. Лит. 14.

АННОТАЦИЯ ТУРИСТИЧЕСКАЯ ИНДУСТРИЯ И ЕЁ ВКЛАД В РАЗВИТИЕ ЭКОНОМИКИ УКРАИНЫ: ТЕНДЕНЦИИ И ПРОГНОЗИРОВАНИЕ

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Статья посвящена исследованию основных тенденций в развитии отрасли туризма в Украине как весомой составляющей роста национальной экономики. В статье проанализирована динамика количества иностранцев, посетивших Украину, и динамика количества лиц, выезжающих за границу. Также проанализировано влияние развития отрасли туризма на экономику. В частности, определен удельный вес отрасли туризма в ВВП Украины и количество рабочих мест, созданных в сфере туризма. На основе статистической информации и с использованием линии тренда осуществлён среднесрочный прогноз относительно количества иностранцев, которые посетят Украину в ближайшие годы. В статье рассмотрен мировой опыт регулирования и стимулирования развития отрасли туризма в европейских странах. На основе мирового опыта предложены меры государственного уровня по стимулированию развития национальной отрасли туризма. Методической основой исследования было использование теоретических и эмпирических методов научного познания.

Ключевые слова: национальная экономика, туристическая отрасль, прогнозирование, государственное регулирование.

Табл. 2. Рис. 6. Лит. 14.

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